



WISCONSIN
INTERNATIONAL
TRADE TEAM

VIETNAM

BUSINESS DEVELOPMENT MISSION

Wisconsin Forestry Products
October 11-21, 2015



ABOUT THE MISSION:

Vietnam remains one of the fastest-growing markets for U.S. agricultural products, with exports totaling a record \$2.2 billion in fiscal year 2014. US hardwood product export to Vietnam recorded a 560% growth in 10 years from just US\$35,853 in 2004 to US\$238 million in 2014. It is the 3rd largest market for American hardwood in the world with US\$238 million products imported in 2014. Vietnam is the 4th largest furniture exporter in the world with US\$2.8 billion products exported in 2014. Vietnam has consistently maintained a double digit growth on yearly basis despite the growing financial turmoil. Sign up now to join this trade mission to Vietnam to grow your business!!

HIGHLIGHTS:

- Free admission to the premier furniture and woodworking trade show Vietnam Wood 2015 (<http://www.vietnamwoodexpo.com>)
- Shared booth space free of charge with the WI Department of Agriculture inside the American Hardwood Export Council Pavilion, on a first-come-first basis
- Customized one-on-one business meetings with prospective customers in Ho Chi Minh City and Hanoi
- In-country market and business briefings provided by the USDA Foreign Agricultural Service staff and local wood industry professionals
- Business site visits including port, distribution center and manufacturing facilities
- Ground transportation, daily itineraries and interpreters

WHO: Wisconsin forestry product companies looking to develop or expand export sales to Vietnam

WHEN: October 11-21, 2015

WHERE: Ho Chi Minh City and Hanoi, Vietnam

APPLY BY: September 30, 2015

For more information, visit <http://datcp.wi.gov/Business/Exports/index.aspx> or call 608-224-5102



TIMELINE:

October 11: Depart for Ho Chi Minh City, Vietnam

October 12: Arrival in Ho Chi Minh City

October 13: Market briefing, business site visit and booth setup at Vietwood Show

October 14: Exhibit at Vietwood Show and business matchmaking meetings

October 15: Exhibit at Vietwood Show and business matchmaking meetings

October 16: Exhibit at Vietwood Show and business matchmaking meetings

October 17: Exhibit at Vietwood Show and business site visit

October 18: Fly to Hanoi

October 19: Market briefing and business site visit in Hanoi and Haiphong. Dinner Reception to network with importers, buyers and industry influencers

October 20: One-on-one business matchmaking meetings

October 21: Depart Hanoi to return to U.S.

This trip is being coordinated by the Wisconsin Department of Agriculture, Trade and Consumer Protection, the Wisconsin Department of Natural Resources, the Wisconsin Economic Development Corporation and the American Hardwood Export Council.

TRIP INCLUDES:

- Exhibiting and participation in Vietwood Show
- Assistance with booth poster printing locally
- Business matchmaking meetings with potential customers in Ho Chi Minh City and Hanoi
- Business site visits in Ho Chi Minh City and Hanoi
- Translation of one page company and product materials from English to Vietnamese
- Interpreter service during business meetings
- Ground transportation
- Trip coordination

FOR ADDITIONAL INFORMATION CONTACT:

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